

**REQUEST  
FOR  
CONTINUED EXAMINATION (RCE)  
TRANSMITTAL**

MAIL STOP RCE  
COMMISSIONER FOR PATENTS  
P.O. BOX 1450  
ALEXANDRIA, VA 22313-1450

Application Number	09/988,291
Filing Date	November 19, 2001
First Named Inventor	Michael J. Rothman
Group An Unit	3625
Examiner Name	Geoffrey R. Akers
Attorney Docket No.	47004.000180

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AUG 10 2004  
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This is a Request for Continued Examination (RCE) under 37 C.F.R. § 1.114 of the above-captioned application. Request for Continued Examination (RCE) practice under 37 C.F.R. § 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, or to any design application.

1. Submission required under 37 C.F.R. § 1.114 (Note: If the RCE is proper, any previously filed unentered amendments and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previously filed unentered amendment(s) entered, applicant must request non-entry of such amendment(s).)

a. ☐ Previously submitted.

- i. ☐ Consider the amendment(s)/reply under 37 C.F.R. § 1.116 previously filed on \_\_\_\_\_ (Any unentered amendment(s) referred to above will be entered.)
- ii. ☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on \_\_\_\_\_
- iii. ☐ Other: \_\_\_\_\_

b. ☒ Enclosed

- i. ☒ Amendment/Reply
- ii. ☐ Affidavit(s)/Declaration(s)
- iii. ☐ Information Disclosure Statement (including Form PTO-SB/08A and References)
- iv. ☐ Other: \_\_\_\_\_

2. Miscellaneous

- a. ☐ Suspension of action on the above-captioned application is requested under 37 C.F.R. § 1.103(c) for a period of \_\_\_\_\_ months. (Period of suspension shall not exceed three months; Fee under 37 C.F.R. § 1.17(i) required.)
- b. ☒ Other: Fee for extra claims (13 extra claims @ \$18.00 ea = \$234.00 + 1 extra independent claim @ \$88.00 = \$320.00)

3. Fees The RCE fee under 37 C.F.R. § 1.17(e) is required by 37 C.F.R. § 1.114 when the RCE is filed.

- a. ☒ The Fees are calculated as follows:
- |   | AMOUNT      | <input checked="" type="checkbox"/> Large Entity | <input type="checkbox"/> Small Entity |
|---|-------------|--|---------------------------------------|
| i. <input checked="" type="checkbox"/> RCE BASIC FEE          | \$ 770.00   | \$ 770.00  | \$ 385.00                             |
| ii. <input checked="" type="checkbox"/> ADDITIONAL CLAIM FEES | \$ 320.00   |  |                                       |
| iii. <input type="checkbox"/> OTHER                           | \$          | \$ 0.00  | \$ 0.00                               |
| iv. <input checked="" type="checkbox"/> TOTAL                 | \$ 1,090.00 |  |                                       |
- b. ☐ Check in the amount of \$ \_\_\_\_\_ is enclosed. The Commissioner is hereby authorized to charge any variance between the amount enclosed and the Patent Office charges to Deposit Account No. 50-0206.
- c. ☒ The Commissioner is hereby authorized to charge the fee of \$1,090.00 as indicated above to Deposit Account No. 50-0206. The Commissioner is hereby authorized to charge any variance between the amount enclosed and the Patent Office charges to Deposit Account No. 50-0206.

SUBMITTED BY

Complete (if applicable)

Typed or Printed Name James R. Mizer

Registration No. 40,444

Signature

Date August 10, 2004

47004.000180 FAIRFAX 238071v1

PAGE 1/37 \* RCVD AT 8/10/2004 6:59:52 PM [Eastern Daylight Time] \* SVR:USPTO-EFAX-1/0 \* DNIS:8729306 \* CSID:7037147416 \* DURATION (mm:ss):13-16

*Cheryl Lee 9-24-04*

## PATENT APPLICATION

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

ROTHMAN, *et al.*

Serial Number: 09/988,291

Filed: November 19, 2001

Title: SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING  
CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING

Attorney Docket No. 47004.000180

Examiner: G. Akers

Group Art Unit: 3624

Confirmation No. 8456

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AMENDMENTU.S. Patent and Trademark Office  
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Arlington, VA 22202

Sir:

In response to the Office Action mailed on May 10, 2004 in the above-referenced patent application, Applicant submits the following amendments and remarks.

Amendments to the specification begin on page 2.

Amendments to the claims begin on page 3.

Remarks begin on page 15.